

ORDER



KSNV

Orders	Order / Rev:	104408	Primary AE:	Amy McCreary
	Alt Order #:	06832085	Sales Office:	BLPHI
	Product Desc:	HELLER FOR SENATE	Sales Region:	National
	Estimate:			
	Flight Dates:	10/24/12 - 10/30/12		
	Original Date / Rev:	07/18/12 / 11/06/12		
	Order Type:	GENERAL		
Agency	Name:	Strategic Media Services, Inc.	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	EOM/EOC
		3299 K St. NW	Agency Commission:	15%
		Washington, DC 20007		
Advertiser	Name:	Heller, Dean for U.S. Senate <i>-Revised</i>	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:05:00
	Product Codes:	PLC01	Advertiser External ID:	
	Priority:	SELECT PRIORITY CODE	Agency External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN		

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/28/12	56	\$42,775.00	\$36,358.75	October 2012	56	\$42,775.00	\$36,358.75	0.00
10/29/12	10/30/12	28	\$18,950.00	\$16,107.50	November 2012	28	\$18,950.00	\$16,107.50	0.00
Totals									
84									
\$61,725.00									
\$52,466.25									
0.00									

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Amy McCreary

Order Share	Share	Total
KSNV	29%	\$61,725.00
Market	100%	\$212,844.83

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$55,339.66
KLVX	0%	\$0.00
KSNV	0%	\$0.00
KTNV	18%	\$38,312.07
KTUD	1%	\$2,128.45
KVVU	24%	\$51,082.76
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$4,256.90

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/29/12	10/30/12	M-F 5-6a WakeUp w/Wagner	5-6a		MT-----	:30	2	\$300.002	0.00	NM	2	\$600.00	

NEWS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
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Order / Rev: 104408
Alt Order #: 06832085
Flight Dates: 10/24/12 - 10/30/12

Advertiser: Heller, Dean for U.S. Senate
Product Desc: HELLER FOR SENATE
Estimate:

KSJV

Ln	Ch	Start	End	Inventory	Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 1	KSNV	10/29/12	10/30/12	M-F	5-6a WakeUp w/Wagners		5-6a	MT-----	:30	2	\$300.002	0.00	NM		2	\$600.00	
M-F 5-6a WakeUp w/Wagners																	
NEWS																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12																	
E 2	KSNV	10/24/12	10/26/12	M-F	5-6a WakeUp w/Wagners		5-6a	--W-F--	:30	2	\$300.002	0.00	NM		2	\$600.00	
M-F 5-6a WakeUp w/Wagners																	
NEWS																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12																	
E 3	KSNV	10/24/12	10/26/12	M-F	6-7a WakeUp w/Wagners		6-7a	--W-F--	:30	3	\$700.001	0.00	NM		3	\$2,100.00	
M-F 6-7a WakeUp w/Wagners																	
NEWS																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12																	
E 4	KSNV	10/29/12	10/30/12	M-F	6-7a WakeUp w/Wagners		6-7a	MT-----	:30	2	\$700.001	0.00	NM		2	\$1,400.00	
M-F 6-7a WakeUp w/Wagners																	
NEWS																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12																	
E 5	KSNV	10/29/12	10/30/12	Today Show		CM	658a-9am	MT-----	:30	4	\$600.002	0.00	NM		4	\$2,400.00	
Today Show																	
TODAY																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12																	
E 6	KSNV	10/24/12	10/24/12	Today Show		CM	658a-9am	--W----	:30	2	\$600.002	0.00	NM		2	\$1,200.00	
Today Show																	
TODAY																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12																	
E 7	KSNV	10/25/12	10/26/12	Today Show		CM	658a-9am	--TF--	:30	2	\$600.002	0.00	NM		2	\$1,200.00	
Today Show																	
TODAY																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12																	
E 8	KSNV	10/24/12	10/26/12	M-F Today Show II	3rd HCM		9-10a	--W-F--	:30	2	\$275.002	0.00	NM		2	\$550.00	
M-F Today Show II																	
TODAY II																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12																	
E 9	KSNV	10/29/12	10/30/12	M-F Today Show II	3rd HCM		9-10a	MT-----	:30	2	\$275.002	0.00	NM		0	\$0.00	
M-F Today Show II																	
TODAY II																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12																	
Spot																	
		<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>		<u>Type</u>
1																	
1 KSNV 10/29/12-11/04/12 M-F Today Show II 3rd Hr																	
Unresolved																	
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE																	
2																	
2 KSNV 10/29/12-11/04/12 M-F Today Show II 3rd Hr																	
Unresolved																	
[NBC NEWS INTERRUPT]																	
E 10	KSNV	10/29/12	10/29/12	M-F Today Show III	4th BM		10am-11am	M-----	:30	1	\$225.002	0.00	NM		1	\$225.00	
Today 4th Hour																	
TODAY III																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12																	
E 11	KSNV	10/24/12	10/26/12	M-F Today Show III	4th BM		10am-11am	--WTF--	:30	3	\$225.002	0.00	NM		2	\$450.00	
Today 4th Hour																	
TODAY III																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				

Order / Rev: 104408
Alt Order #: 06832085
Flight Dates: 10/24/12 - 10/30/12

Advertiser: Heller, Dean for U.S. Senate
Product Desc: HELLER FOR SENATE
Estimate: _____

KSNV

Order / Rev: 104408
All Order #: 06832085
Flight Dates: 10/24/12 - 10/30/12

Advertiser: Heller, Dean for U S. Senate
Product Desc: HELLER FOR SENATE
Estimate:

KSJV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 18	KSNV	10/30/12	10/30/12	Days of our Lives	CM	1258p-2pm	-T-----	:30	1	\$275.00	0.00	NM	0	\$0.00	
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-T-----		1	\$275.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
1	KSNV	10/29/12-11/04/12	Days of our Lives			1258p-2pm				-T-----	:30	(\$275.00)	0.00	NM	
Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 19	KSNV	10/24/12	10/26/12	Days of our Lives	CM	1258p-2pm	--WTF--	:30	3	\$275.00	0.00	NM	0	\$0.00	
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/22/12	10/28/12	--WTF--		3	\$275.00	0.00		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>				--WTF--	:30	(\$275.00)	0.00	NM	
1	KSNV	10/22/12-10/28/12	Days of our Lives			1258p-2pm									
Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2	KSNV	10/22/12	10/28/12	Days of our Lives		1258p-2pm				--WTF----	:30	(\$275.00)	0.00	NM	
Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
3	KSNV	10/22/12	10/28/12	Days of our Lives		1258p-2pm				--WTF----	:30	(\$275.00)	0.00	NM	
Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 20	KSNV	10/24/12	10/26/12	The Doctors	CM	2pm-3pm	--W-F--	:30	2	\$225.00	0.00	NM	2	\$450.00	
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/22/12	10/28/12	--W-F--		2	\$225.00	0.00		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>				--W-F--	:30	(\$225.00)	0.00	NM	
E 21	KSNV	10/29/12	10/30/12	The Doctors	CM	2pm-3pm	MT-----	:30	2	\$225.00	0.00	NM	2	\$450.00	
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	MT-----		2	\$225.00	0.00		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>				MT-----	:30	(\$225.00)	0.00	NM	
E 22	KSNV	10/29/12	10/30/12	Dr. Phil	CM	3-4p	MT-----	:30	2	\$300.00	0.00	NM	1	\$300.00	
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	MT-----		2	\$300.00	0.00		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>				MT-----	:30	(\$300.00)	0.00	NM	
2	KSNV	10/29/12-11/04/12	Dr. Phil			3-4p									
Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 23	KSNV	10/24/12	10/26/12	Dr. Phil	CM	3-4p	--WTF--	:30	3	\$300.00	0.00	NM	1	\$300.00	
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/22/12	10/28/12	--WTF--		3	\$300.00	0.00		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>				--WTF--	:30	(\$300.00)	0.00	NM	
1	KSNV	10/22/12-10/28/12	Dr. Phil			3-4p									
Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
3	KSNV	10/22/12	10/28/12	Dr. Phil		3-4p				--WTF----	:30	(\$300.00)	0.00	NM	
Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 24	KSNV	10/24/12	10/26/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	--WTF--	:30	3	\$450.00	0.00	NM	3	\$1,350.00	
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/22/12	10/28/12	--WTF--		3	\$450.00	0.00		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>				--WTF--	:30	(\$450.00)	0.00	NM	
F 25	KSNV	10/29/12	10/30/12	4PM NEWS (1 hour)	CM	4-5pm	MT-----	:30	2	\$450.00	0.00	NM	2	\$900.00	

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 Estimate:

KSNV

Ln	Ch	Start	End	Inventory	Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)																
(4:00 PM-4:30 PM)																
NEWS																
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12		MT-----		2				\$450.00		0.00			
E 26	KSNV	10/29/12	10/30/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm		MT-----	:30	2	\$450.00	2	0.00	NM	2	\$900.00
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)										
NEWS																
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/24/12	11/04/12		MT-----		2				\$450.00		0.00			
E 27	KSNV	10/24/12	10/26/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm		--WTF--	:30	3	\$450.00	2	0.00	NM	3	\$1,350.00
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)										
NEWS																
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/28/12			--WTF--		3				\$450.00		0.00			
E 28	KSNV	10/24/12	10/26/12	M-F Early News		CM	5-630p	--WTF--	:30	6	\$1,200.00	1	0.00	NM	6	\$7,200.00
				M-F Early News												
NEWS																
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/28/12			--WTF--		6				\$1,200.00		0.00			
E 29	KSNV	10/29/12	10/30/12	M-F Early News		CM	5-630p	MT-----	:30	4	\$1,200.00	1	0.00	NM	4	\$4,800.00
				M-F Early News												
NEWS																
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12			MT-----		4				\$1,200.00		0.00			
E 30	KSNV	10/29/12	10/30/12	M-F Jeopardy		CM	630-7pm	MT-----	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
				M-F Jeopardy												
JEP																
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12			MT-----		2				\$1,300.00		0.00			
E 31	KSNV	10/24/12	10/26/12	M-F Jeopardy		CM	630-7pm	--WTF--	:30	3	\$1,300.00	1	0.00	NM	3	\$3,900.00
				M-F Jeopardy												
JEP																
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/28/12			--WTF--		3				\$1,300.00		0.00			
E 32	KSNV	10/24/12	10/25/12	M-F Wheel		CM	7-730pm	--WTF--	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
				M-F Wheel of Fortune												
WHEEL																
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/28/12			--WTF--		2				\$1,300.00		0.00			
E 33	KSNV	10/29/12	10/30/12	M-F Wheel		CM	7-730pm	MT-----	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
				M-F Wheel of Fortune												
WHEEL																
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12			MT-----		2				\$1,300.00		0.00			
E 34	KSNV	10/29/12	10/30/12	Ralston Reports		CM	730-758pm	MT-----	:30	2	\$450.00	2	0.00	NM	1	\$450.00
				Face to Face w/ J.Ralston												
FACE																
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12			MT-----		2				\$450.00		0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>									
2	KSNV	10/29/12-11/04/12			Ralston Reports		730-758pm									
Unresolved [NOT AVAILABLE RATE] NOT AVAILABLE RATE																
E 35	KSNV	10/24/12	10/26/12	Ralston Reports		CM	730-758pm	--WTF--	:30	3	\$450.00	2	0.00	NM	1	\$450.00
				Face to Face w/ J.Ralston												
FACE																
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/28/12			--WTF--		3				\$450.00		0.00			

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 Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 35	KSNV	10/24/12	10/26/12	Ralston Reports Face to Face w/ J.Ralston	CM	730-758pm	--WTF--	:30	3	\$450.002	0.00	NM		1	\$450.00
FACE															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/22/12 10/28/12 --WTF-- 3 \$450.00 0.00															
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type															
1 KSNV 10/22/12-10/28/12 Ralston Reports 730-758pm --WThF---- :30 (\$450.00) 0.00 NM															
Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2 KSNV 10/22/12-10/28/12 Ralston Reports 730-758pm --WThF---- :30 (\$450.00) 0.00 NM															
Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 36	KSNV	10/25/12	10/25/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	--T--	:30	1	\$775.002	0.00	NM		1	\$775.00
NEWS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/22/12 10/28/12 ---T--- 1 \$775.00 0.00															
E 37	KSNV	10/29/12	10/29/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$775.002	0.00	NM		1	\$775.00
NEWS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/29/12 11/04/12 M----- 1 \$775.00 0.00															
E 38	KSNV	10/29/12	10/30/12	The Tonight Show Tonight Show	CM	1135p-1237a	MT-----	:30	2	\$275.002	0.00	NM		0	\$0.00
TON SHOW															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/29/12 11/04/12 MT----- 2 \$275.00 0.00															
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type															
1 KSNV 10/29/12-11/04/12 The Tonight Show 1135p-1237a MT----- :30 (\$275.00) 0.00 NM															
Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2 KSNV 10/29/12-11/04/12 The Tonight Show 1135p-1237a MT----- :30 (\$275.00) 0.00 NM															
Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 39	KSNV	10/24/12	10/26/12	The Tonight Show Tonight Show	CM	1135p-1237a	--WTF--	:30	3	\$275.002	0.00	NM		0	\$0.00
TON SHOW															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/22/12 10/28/12 --WTF-- 3 \$275.00 0.00															
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type															
1 KSNV 10/22/12-10/28/12 The Tonight Show 1135p-1237a --WThF---- :30 (\$275.00) 0.00 NM															
Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2 KSNV 10/22/12-10/28/12 The Tonight Show 1135p-1237a --WThF---- :30 (\$275.00) 0.00 NM															
Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
3 KSNV 10/22/12-10/28/12 The Tonight Show 1135p-1237a --WThF---- :30 (\$275.00) 0.00 NM															
Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 40	KSNV	10/27/12	10/28/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$750.002	0.00	NM		2	\$1,500.00
NEWS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/22/12 10/28/12 -----SS 2 \$750.00 0.00															
E 41	KSNV	10/27/12	10/27/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$225.002	0.00	NM		1	\$225.00
NEWS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/22/12 10/28/12 -----S- 1 \$225.00 0.00															
E 42	KSNV	10/27/12	10/27/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$325.002	0.00	NM		1	\$325.00

Order / Rev: 104408
Alt Order #: 06832085
Flight Dates: 10/24/12 - 10/30/12

Advertiser: Heller, Dean for U.S. Senate
Product Desc: HELLER FOR SENATE
Estimate:

KSNV

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount					
SAT TODAY																						
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>										
Week:	10/22/12	10/28/12		-----S-		1		\$325.00				0.00										
E 43	KSNV	10/27/12	10/27/12	News 3 Today - SATURDAY			9am-930am		-----S-	:30	1	\$300.002	0.00	NM		1	\$300.00					
NEWS\																						
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>										
Week:	10/22/12	10/28/12		-----S-		1		\$300.00				0.00										
E 44	KSNV	10/27/12	10/27/12	Sa-Su Early News			CM	5pm-630pm		-----S-	:30	1	\$450.002	0.00	NM		1	\$450.00				
NEWS																						
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>										
Week:	10/22/12	10/28/12		-----S-		1		\$450.00				0.00										
E 45	KSNV	10/27/12	10/27/12	Weekend Jeopardy/Wheel			CM	630-730pm		-----S-	:30	1	\$375.002	0.00	NM		1	\$375.00				
JEP/WHEEL																						
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>										
Week:	10/22/12	10/28/12		-----S-		1		\$375.00				0.00										
E 46	KSNV	10/27/12	10/27/12	Saturday Night Live			CM	1130pm-1:02am		-----S-	:30	1	\$750.002	0.00	NM		1	\$750.00				
SNL																						
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>										
Week:	10/22/12	10/28/12		-----S-		1		\$750.00				0.00										
E 47	KSNV	10/28/12	10/28/12	News 3 Sunrise - SUNDAY			CM	6a-7a		-----S-	:30	1	\$350.001	0.00	NM		1	\$350.00				
News 3 Sunrise SUNDAY																						
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>										
Week:	10/22/12	10/28/12		-----S		1		\$350.00				0.00										
E 48	KSNV	10/28/12	10/28/12	Sunday Today			CM	7a-8am		-----S	:30	1	\$750.001	0.00	NM		1	\$750.00				
Sunday Today																						
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>										
Week:	10/22/12	10/28/12		-----S		1		\$750.00				0.00										
E 49	KSNV	10/28/12	10/28/12	Meet the Press			CM	8a-9am		-----S	:30	1	\$3,000.001	0.00	NM		1	\$3,000.00				
Meet the Press																						
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>										
Week:	10/22/12	10/28/12		-----S		1		\$3,000.00				0.00										
E 50	KSNV	10/28/12	10/28/12	News 3 Today Wknd			CM	9a-930am		-----S	:30	1	\$250.002	0.00	NM		1	\$250.00				
News 3 Today																						
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>										
Week:	10/22/12	10/28/12		-----S		1		\$250.00				0.00										
E 51	KSNV	10/28/12	10/28/12	Chris Matthews 9:30AM			CM	9:30a-10a		-----S	:30	1	\$375.002	0.00	NM		1	\$375.00				
Chris Matthews SUN 9:30am																						
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>										
Week:	10/22/12	10/28/12		-----S		1		\$375.00				0.00										
CM																						
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>										
Week:	10/22/12	10/28/12		-----S		1		\$375.00				0.00										
E 52	KSNV	10/28/12	10/28/12	NFL Football			CM	1P-9PM		-----S	:30	1	\$8,000.002	0.00	NM		1	\$8,000.00				
NFL Football																						
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>										
Week:	10/22/12	10/28/12		-----S		1		\$8,000.00				0.00										
SNFL																						
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>										
Week:	10/22/12	10/28/12		-----S		1		\$8,000.00				0.00										
E 53	KSNV	10/28/12	10/28/12	Sports Night in Las Vegas			CM	Sun 1135p-1200a		-----S	:30	1	\$200.002	0.00	NM		1	\$200.00				
Sports Night in Las Vegas																						
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>										
Week:	10/22/12	10/28/12		-----S		1		\$200.00				0.00										
SPORTS NIGHT																						
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>										
Week:	10/22/12	10/28/12		-----S		1		\$200.00				0.00										

Totals

84

\$61,725.00